PRIORITIZING AND VISUALLY DISTINGUISHING SETS OF HYPERLINKS IN HYPERTEXT WORLD WIDE WEB DOCUMENTS IN ACCORDANCE WITH WEIGHTS BASED UPON ATTRIBUTES OF WEB DOCUMENTS LINKED TO SUCH HYPERLINKS

Abstract

A system through which the Web user may distinguish the more significant hyperlinks on each received Web document. Advantage is taken of the many Web search engines which already track and assign weights to Web documents based upon frequency of universal access, i.e. "hits". This attribute of Web documents is the most frequently weighted and, of course, used by the search engines when they send their search reports with the Web document listed in the order of frequency of access. Thus, the invention involves the combination of an implement for determining a weight for each of said plurality of embedded hyperlinks in a received Web document and an implementation for prioritizing the plurality of embedded hyperlinks based upon said weights. Then, a set of the plurality of embedded hyperlinks are visually distinguished from each other based upon said prioritizing, whereby said user may select hyperlinks based upon said prioritizing. The implement for distinguishing may include, for example, highlighting such as color differences, brightness or blinking. Also, the priority set may appear as the only activated hyperlinks on the Web page while the other hyperlinks are receded back into the Web page and appear as ordinary text or images.